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# JAPANESE PATENT OFFICE

## PATENT ABSTRACTS OF JAPAN

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(71)Applicant:

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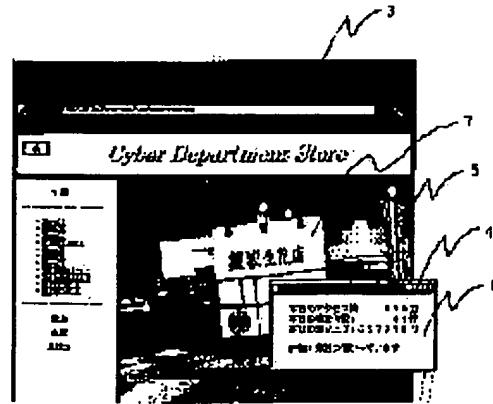
**(54) REPRESENTATION METHOD IN SHOPPING MALL, AND INFORMATION PROCESSOR**

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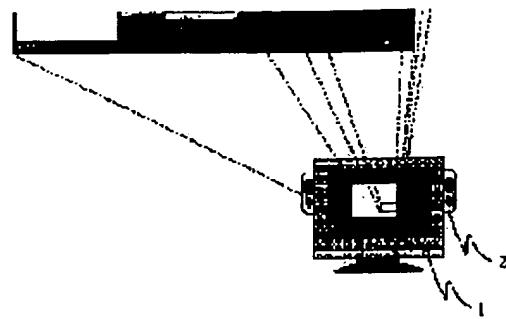
(57)Abstract:

**PROBLEM TO BE SOLVED:** To notify users in an easy-to-understand way of sales information, the rough scale and the prosperity state of each store, by changing the representation modes concerning the store displays according to the sales or the access frequency of each store.

**SOLUTION:** An internet browser window 3, a store information display window 4, etc., are shown on a display device 1. At the same time, the sounds are outputted



through a speaker 2. The window 3 includes a shopping mall display area 5, and the window 4 includes a store information display area 6. Then the information corresponding to a store 7 shown in the area 5 is displayed in the area 6. In this a system, the representation modes concerning the store displays are changed according to the sale or the access frequency of each store.



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